

Abstract

Title: Marketing Research of customer satisfaction of Sport club Holmes Place Premium Karlin

Objectives: Thesis "Marketing Research of Customer satisfaction in Holmes Place Premium Karlin "aim is to determine customer satisfaction with products.

Methods: The thesis is partly based on theory related with given theme and on the base of theoretic knowledge I am using marketing research based on questionnaire survey method as a useful tool for satisfaction recognition.

Results: The results of the survey questions are presented through diagramms. On base of results there are made conclusions with suggestions for possible improvement.

Keywords: Marketing research of customer satisfaction SC Holmes Place Premium Karlin